

**UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
HUMAN RESOURCES SHARED SERVICE CENTER**

Position Description Coversheet (Please read instructions on back)

1 Position No
EPGS21040

2 Incumbency Allocation Only?
May not be IA'ed

3 Reason for Submission New	4 Employing Office Location Washington, D.C.	5 Duty Station Washington, D.C.	6 BUS Code 8888
Explanation (Show any positions replaced)	7 Fair Labor Standards Act Exempt-Administrative	8 Financial Statements Required OGE-278 Required	9 Cybersecurity Code 000
	10 Position Status Excepted (Sched. C)	11 Supervisory Status Code 8- All other positions	b
	12 Competitive Level Code	13 Competitive Area	14 Drug Testing No
	15 Extramural %	16 Functional Class Code N/A	17 Medical Monitoring
	18 Position Sensitivity Non-Sensitive	19 Security Clearance Not Required	20 Position Risk Moderate
	21 Emergency Essential	22 Developmental Position No	23 Full Performance Level GS-13



24 Position Classification	Official Title of Position	Pay Plan	Occupational Code	Grade
a Official Allocation	Public Affairs Specialist	GS	1035	13

25 Organizational Title of Position (if different from official title) Deputy Press Secretary	26 Name of Employee (if vacant, state such) Timothy H. Carroll
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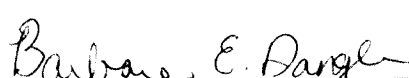
27 Department, Agency, or Establishment Hierarchy

a 1st Tier Org Code	1st Tier Org Description U.S. Environmental Protection Agency
b 2nd Tier Org Code A0000000	2nd Tier Org Description Office of the Administrator
c 3rd Tier Org Code A0G00000	3rd Tier Org Description Office of Public Affairs
d 4th Tier Org Code	4th Tier Org Description
e 5th Tier Org Code	5th Tier Org Description

28 Supervisory Certification: I certify that this is an accurate statement of the major duties and responsibilities of this position and its organizational relationships. The position is necessary to carry out Governmental functions for which I am responsible. This certification is made with knowledge that this information is to be used for statutory purposes relating to appointment and payment of public funds, and that false or misleading statements may constitute violations of such statutes or their implementing regulations.

a Typed Name and Title of Immediate Supervisor Dan Utech, Chief of Staff		b Typed Name and Title of Higher-Level Supervisor or Manager for Michael Regan, Administrator	
Signature 	Date 5/14/21	Signature 	Date 5/14/21

29 Classification/Job Grading Certification: I certify that this position has been classified/graded as required by Title 5, U.S. Code, in conformance with standards published by the U.S. Office of Personnel Management or, if no published standards apply directly, consistently with the most applicable published standard.

a Typed Name and Title of Official Classifying the Position		30 Position Classification Standards Used in Classifying/Grading Position PCS for Public Affairs, GS-1035, TS-53, 7/81
Signature 	Date 5/17/21	

31 Remarks
Executive Resources position (Schedule C).

Excluded from bargaining unit because content of meetings may include content related to personnel and labor-management relations.

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NOTE: DO NOT print this form. Printing will disable the electronic signature features. This form will not be accepted if it is printed and scanned.

**Public Affairs Specialist
Deputy Press Secretary
GS-1035-13**

Introduction

This position is located in the Immediate Office of the Office of Public Affairs (OPA), in the Office of the Administrator in the U.S. Environmental Protection Agency (EPA). The Deputy Press Secretary reports through the Press Secretary to serve as an advisor to the Associate Administrator (AA) for Public Affairs and other senior officials on media relations and other communications aspects of the Agency's public affairs program and activities.

The proposed incumbent of the position requested for Schedule C exception will not be able to adequately perform their duties without being privy to the political, personal, and management philosophies of the Associate Administrator for Public Affairs. A confidential relationship of a Schedule C nature is imperative since the incumbent will speak for the Associate Administrator for Public Affairs and Administrator and, as such, will be expected to reflect their supervisor's philosophies in conversations with leading figures of the government, business and other groups. The incumbent will also be obliged to present the views of the Administrator in correspondence and other communications with Agency managers and program officials.

Major Duties and Responsibilities

Serves as Deputy Press Secretary, working in close coordination with the Press Secretary to support the Administrator, Associate Administrator for Public Affairs, and the Office of Public Affairs. In this capacity, the incumbent:

1. Evaluates, analyzes and initiates actions for planning, managing, and directing a comprehensive program to support complex communications, education, and media relations tasks that cross program offices, Federal agencies, regional, and State boundaries, as well as communicating EPA's policies to the public.
2. The incumbent is responsible for planning, organizing, and carrying out program assignments to maintain, improve or create systems and programs directly related to the activities and events associated with the Press. Applies practical knowledge and skill to identify new methods, approaches, or procedures to eliminate and avoid all negative concerns, issues, and/or perspectives regarding the operations of staff throughout the Office. Works closely with senior staff members to ensure changes and set timeframes are feasible, effective, and timely. Outcomes are expected to create immediate results and have long-term impact.
3. Serves as an expert source of information for the Press Secretary, Associate Administrator, and other senior staff, to keep parties informed of significant and current happenings and trends. Evaluates problems encountered in communicating Agency programs and advises senior

staff on specific information activities designed to meet those problems which may be critical in nature. Anticipates significant impact Agency program changes might have upon public opinion and advises senior staff of the information that should be made available to the public or approaches to take to attain program goals. Serves as a public affairs expert, advising on developing and recommending specific information activities designed to inform and involve the public. Advises senior staff on strategies to convey highly technical information in terms the public can understand. Analyzes information needs in terms of the public needs to be met and provides advice on Agency information problems. Monitors the media and advises the Press Secretary and Associate Administrator for Public Affairs on developing issues affecting the Agency. Serves as a proxy for the Press Secretary in their absence.

4. Works with representatives of the various media to make it possible for the public to obtain information about the Agency's activities, encourages these representatives to use the materials produced by the Agency. Briefs reporters, editorial writers, and newspaper columnists on material related to EPA programs.
5. Analyzes public reaction to activities of the Agency through local press comments and by means of discussion with representatives of local media and organized groups and reports findings and provides conclusions to program officials and their supervisor.
6. Prepares news releases and other informational material. Clarifies human health and technical issues which may be in question by affected communities and external stakeholders. Ensures that attitudes toward the Agency and mission goals reflect accurate understanding of the technical considerations involved. Identifies stakeholders and established communication networks. Serves as an expert at public meetings, various formal and informal briefings and workshops.
7. Conducts ongoing liaison with the organizations within the Agency, Regional offices, the White House, the Office of Management and Budget (OMB), and other Federal agencies to assure continuous harmonized relationships and to promote a cooperative interchange of concepts and ideas. Establishes and maintains effective working relationships to ensure that attitudes towards Agency initiatives reflect an accurate understanding of established goals. Presents clarifications of Agency activities or policies to specialized groups, the general population, representatives of the news media, or private citizens.
8. Coordinates press briefings, background materials, and talking points for Agency senior officials. Responds to daily, local and national media inquiries.
9. Coordinates and schedules press interviews for the EPA Administrator, Deputy Administrator and other senior EPA officials.
10. Serves as a contact for EPA with the White House Press Office, the President's Communications Office, the Vice President's Communications Office, and the White House Council for Environmental Quality's Communications Office.

11. Performs other duties as assigned.

Factor Level Descriptions

Factor 1 - Knowledge Required by the Position

Level 1-8 (1550 points)

Mastery of the principles, practices, methods, and techniques of communication to serve as an expert in the identification of communication channels and development of written materials to disseminate information on highly technical, complex and politically sensitive Agency programs to skeptical or indifferent audiences.

Knowledge and skill sufficient to serve as a consultant for developing written materials such as press releases, news stories, feature stories, fact sheets, television spots, internet articles, etc. in new ways to increase public understanding about complex environmental programs, activities and functions.

Skill in developing and maintaining effective relationships with media representatives, Agency managers and senior staff, to effectively communicate highly technical and complex EPA information to audiences with opposing points of view using various types of media.

Knowledge and skill for analyzing media and public perceptions and the overall effectiveness of communication plans in reaching targeted audiences; communicating important information on key Agency programs and activities and recommending changes to future materials that will improve the public affairs program overall.

Skill in evaluating the impact and effectiveness of communication plans, and advising senior managers if efforts should be discontinued, emphasis changed, or coverage expanded to further EPA goals.

Knowledge of EPA regulations and programs to serve as an Agency spokesperson on complex and highly technical environmental issues, activities, and initiatives.

Factor 2 - Supervisory Controls

Level 2-4 (450 points)

Reports to the Associate Administrator for Public Affairs. The supervisor determines the overall objectives and resources available for the specialist's assignment. The specialist and supervisor jointly develop deadlines, projects and nature of the planned assignments.

The Deputy Press Secretary is responsible for planning and carrying out the project or assignment including resolving most problems, coordinating the work with others, interpreting policy in terms of established objectives, determining approach to be taken, and the methods and techniques to be employed. The specialist keeps the supervisor informed of progress, potential controversies, or wide-ranging implications.

Completed work is reviewed in terms of satisfying expected results of projects or assignments, responsiveness, and conformance with Agency policy. Completed work may also be subject to

clearance procedures from higher levels in the Agency.

Factor 3 - Guidelines

Level 3-4 (450 points)

Guidelines are Agency policy statements or broad precedents and are applicable in establishing a general program direction or setting a tone but not totally sufficient for dealing specifically with the more complex, intricate or unusual situations, issues or problems encountered on a recurring basis.

The Deputy Press Secretary is required to deviate from standard approaches in developing new ways to communicate the Agency's message on controversial and sensitive issues where public reaction has been negative or indifferent and understanding by Agency publics of information programs is essential to success of the Agency's mission.

Factors 4 - Complexity

Level 4-5 (325 points)

The work requires development of new methods, strategies and communication plans covering all environmental programs within the Agency. This involves developing and presenting information on a wide variety of topics using a full array of presentation formats and techniques; establishing and maintaining effective working relationships to achieve understanding with groups indifferent to or having opposing points of view to EPA programs and policies; and, based on analysis of varied and conflicting reaction to programs and policies, developing new and innovative techniques to improve the Agency's communication with the public and specialized groups.

Decisions regarding what needs to be done include evaluating the appropriateness of existing strategies and plans in the light of changes in program emphasis or content, including statutory or technological changes, and shifts in public reaction to or understanding of the programs.

The work requires new ways of gathering input from the public and specialized groups with conflicting opinions and interests and developing and initiating varied approaches and strategies to communicate the Agency's objectives to groups opposed or indifferent to EPA programs and policies.

Factor 5 - Scope and Effect

Level 5-4 (225 points)

The purpose of the work is the development of complete communication plans for the Agency and provision to the Press Secretary, AA and senior staff of advisory, planning, and technical services in designing approaches to resolve public affairs problems in various program areas.

The work contributes to the achievement of program objectives by clarifying the issues and alternatives facing the Administrator and Agency managers in achieving a meaningful communication between the Agency and the various publics affected by its programs or policies.

Factor 6/7 - Personal Contacts/Purpose of Contacts

Level 3c (180 points)

Personal contacts include employees or management officials in the same agency but outside the immediate organization, or with specialized groups or individuals from outside EPA where contact is not routinely established. Contacts also include various publics who are likely to embrace points of view and positions that differ from those of the Agency in fundamental ways. Typical of such contacts

are representatives of the news media, organized groups desiring to provide input to Agency decisions, professional or trade organizations affected by Agency programs, and the general public. The employee functions as an in-house consultant with responsibility for encouraging Agency managers to adopt recommendations for strategically communicating with different audiences to change public perception and gain support for EPA actions or activities.

The purpose of contacts is to analyze, develop and present alternative approaches in developing communication strategies for misunderstood Agency policies or programs; or present clarifications of Agency activities or policies to specialized groups, the general population, representatives of the news media, or private citizens. The purpose of each contact is different, and the roles of the Deputy Press Secretary and other individuals are established during the course of the contact.

Factor 8 - Physical Demands

Level 8-1 (5 points)

Work is usually performed sitting at a desk, in news conferences, briefings, meetings, etc., or riding in an automobile or public transportation. There may be occasional brief visits to industrial or construction sites, national parks or forests, field sites, etc; however, no special physical demands are involved in performing the work.

Factor 9 - Work Environment

Level 9-1 (5 points)

The work environment involves everyday risks or discomforts requiring normal safety precautions typical of office settings or commercial vehicles such as planes, trains, buses or automobiles. The work area is adequately lighted, heated and ventilated.

Total Points: 3190

GS-13 Grade Range: 3155-3600

POSITION RISK & SENSITIVITY DESIGNATION CHECKLIST

Position's Organization: Office of the Administrator/Office of Public Affairs	
Position Title: Deputy Press Secretary	
Pay Plan/Series/Grade (Full Performance Level): GS-0301-13	
Service Agreement Number (SAN): BV11A0004	
Supervisor Name: Lindsay Hamilton	Supervisor Phone Number: 202-510-3515
Supervisor Signature: LINDSAY HAMILTON Digitally signed by LINDSAY HAMILTON Date: 2021.05.11 11:09:58 -04'00'	

STANDARDIZED POSITIONS

Position Title
Public Affairs Specialist (All) - Non-sensitive - Moderate

NON-STANDARDIZED POSITIONS

For All Non-Standardized positions, provide the following information:

1. Does the position require access or eligibility for access to classified information?	<input type="radio"/> Yes	<input checked="" type="radio"/> No
--If Yes, Select--		
2. Does the position involve National Security duties?	<input type="radio"/> Yes	<input checked="" type="radio"/> No
--If Yes, Select--		
3. Does the position involve fiduciary responsibilities/obligation or approval of funds?	<input type="radio"/> Yes	<input checked="" type="radio"/> No
--If Yes, Select--		
4. Does the position involve public contact/interaction/liaison duties?	<input checked="" type="radio"/> Yes	<input type="radio"/> No
<input checked="" type="checkbox"/> Federal Agency <input checked="" type="checkbox"/> Interest Groups <input checked="" type="checkbox"/> Agency <input checked="" type="checkbox"/> Local Agency <input type="checkbox"/> Tribal Government <input checked="" type="checkbox"/> Academia <input checked="" type="checkbox"/> Private Industry <input checked="" type="checkbox"/> State <input checked="" type="checkbox"/> Media <input type="checkbox"/> General Public		
5. Does the position involve access to or control over personal, private, sensitive but unclassified, controlled classified, or proprietary information?	<input type="radio"/> Yes	<input checked="" type="radio"/> No
If Yes, Explain:		
6. Does the position require access to or control over hazardous or dangerous material (toxic, nuclear, biological, chemical, radiological)?	<input type="radio"/> Yes	<input checked="" type="radio"/> No
If Yes, Explain:		
7. Does the incumbent make independent decisions or authoritative recommendations not subject to substantive verification or supervisory approval/sign off?	<input type="radio"/> Yes	<input checked="" type="radio"/> No
If Yes, Explain:		

*Supervisors, GS-14 and above positions, and scientific/engineering positions are at least non-sensitive, moderate risk. Division Directors and Deputy Directors are at least non-sensitive, high risk. Criminal Investigator positions are always critical-sensitive, high risk.

Position Designation Record

Department Large Independent agency (1000 or more employees)
Agency ENVIRONMENTAL PROTECTION AGENCY
Supplemental Duty
Position Title Public Affairs Specialist
Position Description
Series and Grade/Pay Band GS-1035-13
Position Description Number GS21040
Designator's Name & Title Barbara Dangler, HR Specialist

Final Position Designation and Investigation

Sensitivity Level	Risk Level	Investigation	Form
Non-Sensitive	Moderate Risk	Tier 2	SF 85P

Label	Points
Total Initial Position Designation Points from Step 2	30
Adjusted Position Designation Points from Step 3	30

Summary

National Security

No national Security Duties

Suitability

Duties	Degree of Potential for Compromise or Damage
Protection of personal, private, controlled unclassified, or proprietary information-with the potential to damage the public's trust (includes access to or processing of personal information such as that protected by the Privacy Act (PA) of 1974, exempt from disclosure under the Freedom of Information Act (FOIA), financial data, or privileged information involving the award of contracts, contractor proprietary information, etc.)	Moderate impact Access and control over personal, private, proprietary, or controlled unclassified information, the unauthorized disclosure of which could negatively impact the public's trust, through serious damage/harm to: <ul style="list-style-type: none">• The integrity or efficiency of the service• Individuals or business entities• Government programs or operations impacting the public's trust

Duties	Degree of Potential for Compromise or Damage
Government service delivery, including customer service or public liaison duties	<p>Moderate impact</p> <p>Duties involve customer service responsibilities and/or public liaison that could negatively impact the public's trust through moderate damage/harm to:</p> <ul style="list-style-type: none"> • The integrity or efficiency of the service • Individuals or business entities • Government programs or operations impacting the public's trust

Adjustment for Scope of Program and Correlation to Extent of Impact

Program Scope and Impact	Impact
Adjustment for Scope of Program and Correlation to Extent of Impact	<p>Multi-agency impact</p> <ul style="list-style-type: none"> • Program operations affect more than one agency. Misconduct or damage would have potential to impact multiple government agencies, and/or the individuals or private entities affected by those agencies.
Level of Supervision	Ability to act independently
Adjustment for level of supervision or other controls	<p>Periodic, ongoing review - ability to act independently a lot of the time</p> <ul style="list-style-type: none"> • Ongoing spot review from a perspective of policy and organizational concerns by a superior with expertise in the technical aspects of the duties performed.

Designator's Name: Barbara Dangler, HR Specialist

Designator's Signature: Barbara E. Dangler Date: 5/17/21